



## Angove Family Winemakers to Sponsor Wine Media Conference

**July 25, 2019** - **Angove Family Winemakers** is the newest sponsor for the 2019 Wine Media Conference to be held in the Hunter Valley, NSW October 10-12. The family-owned company will be pouring seven wines for conference attendees in a Wine Education Session.

“We are very excited to have Angove Family Winemakers supporting the Wine Media Conference”, exclaimed conference organizer Allan Wright of Zephyr Conferences. “While much of the conference is focused on the content of wine media and communications, our attendees are keen to try and learn about a variety of quality Australian wines.”

Angove will be leading a Wine Education Session at the conference designed to allow attendees to learn about wine through a series of two vertical tastings. Angove’s Chief Winemaker Tony Ingle will lead the session, with participants tasting the first-of-its-kind Hopes End Brandy Barrel Aged Cabernet Sauvignon before going into the flight tastings. The Wine Education Session is included in the Wine Media Conference registration ticket but requires advance registration.

When asked why Angove Family Winemakers chose to support the Wine Media Conference, Director of Sales and Marketing Tim Boydell explained “It is not every day you get 50 wine writers coming to Australia from North America. Not only do we want to support the conference but we want those writers tasting our wines.”

Angove Family Winemakers is a fifth generation family business dedicated to crafting super premium and single vineyard wines from McLaren Vale, together with diverse wines from some of South Australia’s other great wine growing regions. Their early adoption of sustainable and organic grape growing practices, safeguarding the future of the vineyards and soils, make them a leader in the local wine region as well as South Australia. Their 100-year-old winery has the benefit of both traditional and modern winemaking equipment and techniques, allowing small batch wines in addition to their super McLaren Vale and Organic premium wines.

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### About the Wine Media Conference

The Wine Media Conference, founded in 2008 as the Wine Bloggers Conference, is the preeminent annual gathering for wine media. The conference attracts wine bloggers, wine writers, and wine influencers who write, photograph, and video about wines and the wine industry. It is also designed for Wine Industry

Communicators who wish to interact with the attending media and learn from the exciting content at the conference, most of which is applicable or exclusively oriented to wineries and other wine industry companies. The 2019 conference is the first event being held outside North America and is supported by the Australian Government's International Wine Tourism Competitive Grants program, administered by Wine Australia as part of the \$50 million Export and Regional Wine Support Package, along with local support from Destination New South Wales, and cooperation from Wine Communicators of Australia.

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